



PROFILE OF DIRECTOR OF COMMUNICATIONS & PUBLIC ENGAGEMENT



NEWS CONFERENCE AUGUST 2021



LTV COVERAGE of 9/11 20TH ANNIVERSARY



LYH CARES EVENT



2019 STATE OF THE CITY ADDRESS

*The City of Lynchburg is Seeking a Visionary
Director of Communications and Public Engagement*



THE IDEAL CANDIDATE

The City of Lynchburg is seeking a visionary, inclusive, and forward-thinking leader to serve as its next Director of Communications and Public Engagement. The next Director will inherit a team of dedicated communications professionals who serve a diverse and thriving City. The person filling this role will be an ambassador and advocate for City government, will thrive on the opportunity to connect with the community we serve, and will lead our City's communications efforts into the City's future.



We are looking for an individual with strong leadership capabilities who has the ability to collaborate with a variety of disciplines, and can break down and communicate complex issues that affect our community. In doing so, the individual in this position must have exceptional writing abilities, a strong understanding of how to fully leverage a variety of communication platforms (including traditional print and video media, social media, and other tools), and a clear ability to interact with and advise key elected and appointed officials to ensure a clear and consistent message, while supporting an environment that is diverse, equitable, and inclusive. The next director will be committed to the success of the organization and our City as a whole, connecting with all members of our community.

Additionally, Lynchburg's City government has the privilege of serving our community with a diverse group of public services, each of which is critical to the success of community. Our next Director will have the ability to bring various work groups together under a common and consistent message to ensure our community has accurate, timely, and consistent information. Our next Director will have the ability to prepare and support key appointed and elected officials in their public information responsibilities and ensure that they have been properly coached for their public roles. Further, our next director will be asked to review the city's brand and offer direction as to where we should go next.

Finally, we are looking for someone with a creative mind who can build strategic connections with stakeholders and partners that can contribute to the mission of the City. To this end, we also expect our next Director of Communications and Public Engagement will be professionally committed to building meaningful connections throughout our community, interacting with a variety of community organizations, and fostering professional media relationships. We are looking for someone who not only thrives on developing community relationships, but also takes engagement seriously, sees community members as an asset, and improves the practices of the department and the entire City government by leveraging the advice and guidance gained during these interactions.

COMPENSATION

Compensation for the Director of Communications and Public Engagement will be market competitive, depending upon qualifications. A generous benefit package includes: participation in the Virginia Retirement System (VRS), paid time off, medical, dental and vision coverage, education assistance and an opportunity to contribute to a 457 Deferred Compensation Plan. We believe that the joy of serving the citizens of Lynchburg in making our city a better place is a priceless benefit.

APPLICATION PROCESS

Qualified candidates are encouraged to submit an application, including completed supplemental questions, cover letter, and resume with three (3) professional references and two (2) personal references, via the City's website at www.lyncburgva.gov to be considered for the position. The deadline for applications is November 1, 2021. Inquiries relating to the Director of Communications & Public Engagement position may be directed to:



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